

CALUM SAUNDERS

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Drawing from more than a decade of experience within digital advertising and creative roles, I've developed a versatile skill set through working in creative agencies, ad tech firms and publishers.

My adept organisation and time management skills, coupled with my ability to excel under pressure and maintain effective communication, have consistently positioned me as an asset in fast-paced environments. I thrive on adaptability and am quick to respond to evolving circumstances and shifting demands. My strong self-motivation and unwavering drive make me a dedicated contributor, and my appreciation for teamwork and collaboration is complemented by natural leadership abilities. Guided by a genuine passion for mentoring and supporting colleagues, I consistently cultivate a culture of ongoing growth and shared success within my teams.

CREATIVE SKILLS

Creative direction, creative strategy, digital design & media, typography & layout, video production, multichannel design and mentoring.

TECHNICAL SKILLS

Digital advertising campaigns, Adobe Creative Suite, Photoshop, After Effects, HTML, CSS & JavaScript.

CERTIFICATIONS

The Fundamentals of Digital Marketing
Issued by Google, Feb 2020

Twitch Gameplan Certification
Issued by Twitch, March 2022

SENIOR INTERACTIVE DESIGNER @ NEXXEN

January 2021 - Present

- As a Senior Interactive Designer, I spearheaded the creation and development of custom video advertising units with a strong emphasis on delivering intuitive, user-centric experiences aligned with the campaign's objectives and client goals.
- Designed creative advertising solutions using Adobe Photoshop, drawing upon a decade of digital advertising expertise, encompassing layout, typography, artworking, and design principles to produce engaging video-based creative solutions (VAST) with Adobe After Effects and interactive VPAID units, showcasing proficiency in motion graphics, layout design, video production techniques and HTML/CSS/JavaScript coding.
- Actively implemented Creative Strategy approaches in pre-sale activities, educating clients and commercial teams on tailored strategies to achieve KPIs with curated bespoke content for proposals and briefs. Furthermore, I represented our creative studio and showcased its offerings at agency activation events, highlighting the invaluable benefits of our services to advertisers and agencies.
- Played a pivotal role in mentoring colleagues, creating educational resources, including tutorial videos, and establishing a robust designer resource bank to enhance team efficiency.
- Demonstrated a strong commitment to excellence by optimising our team's toolchain and product suite, proactively identifying and implementing improvements that streamlined systems and introduced valuable iterations to our tools, files, and processes, benefiting the entire team.

DIGITAL DESIGNER @ XYI DESIGN

September 2018 - January 2021

- In my role, I assumed the critical task of crafting comprehensive advertising and social media asset toolkits for globally anticipated movie releases. I established a cohesive design framework that could be seamlessly deployed across diverse regions.
- Leveraging my proficiency in Google Web Designer and Studio, I designed and developed an array of standard and rich advertising units optimised for Google Marketing Platforms. My expertise in JavaScript and CSS played a pivotal role in creating these engaging assets.
- Beyond these core responsibilities, I took charge of overseeing the company's web design and development endeavors. This encompassed the upkeep of the company's own website and the management of external clients' web properties.

DIGITAL DESIGNER @ REACH PLC

September 2017 - September 2018

- In my role, I lent my expertise to multiple departments, drawing upon my advertising and creative background. I played a key role in enhancing the functionality, user experience and aesthetics of the publisher's well-loved websites, collaborating with the Digital Product department.
- Meticulously designed digital creatives using Adobe Photoshop, aligning them with client guidelines and the publisher's distinct style. These creatives came to life through my proficient use of tools like Google Web Designer and Studio.
- Actively engaged in collaborative sessions with cross-functional teams. Our aim was to devise innovative solutions for briefs, assess ideas for advertising pitches and campaigns, and strategise the seamless implementation of solutions across the publisher's diverse array of websites.

SENIOR DIGITAL DESIGNER @ INSKIN MEDIA

October 2013 - March 2017

- Actively engaged with commercial teams and clients in external meetings and conference calls to collaboratively ideate campaigns, educate on our product offerings, identify opportunities, and develop tailored action plans to meet their specific needs.
- Crafted responsive ad units in Adobe Photoshop, which were prominently featured on regional and international publishers' websites. Leveraging hand-coded HTML5, CSS3, JavaScript and jQuery, I designed these units to deliver immersive user interactions within the responsive formats.
- In addition to my core duties, I played a pivotal role in ensuring the overall quality of our team's work, providing invaluable guidance and support throughout the campaign lifecycle. Furthermore, I served as a mentor, extending my knowledge and expertise to new team members and juniors, within my immediate team and across the organisation, facilitating their integration into the company's processes, products and practices.